The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 23

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3/23/87

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56th Year 1987
The Fowler FCC
Advancing NAB

Vol. 112 No. 12

Broadcasting Mar 23

A retrospective look at the Fowler chairmanship
Bidding begins for GenCorp
Advancing on the NAB

GRAND FINALE □ FCC Chairman Mark Fowler's tenure is drawing to a close at the agency that, under his guidance, has changed the face of the Fifth Estate over the past six years. **PAGE 51.**

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MOVING ON □ CBS's Peter Lund accepts position at Multimedia Entertainment. **PAGE 56.**

NAB's CANDY STORE □ Almost 700 companies will be on hand at the NAB convention in Dallas with the newest in audio and video technologies and services. In this special pre-convention primer, BROADCASTING provides a look at the who's and what's in videorecorders, cameras, graphics, satellite newsgathering, stereo TV, transmitters, audio fidelity, and the proverbial host of others. **PAGES 63-74.** A list of exhibitors begins on **PAGE 76.** A preview of the Broadcast Education Association meeting and the agenda for NAB begin on **PAGES 116-117.**

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lanta. Information: (212) 486-1111.

April 16—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

April 17—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

April 17-18—Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 21—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

April 21—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

April 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **April 21**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

April 21—*Pennsylvania Cable Television Association* fourth annual state legislative leadership conference. Hershey Lodge and convention center, Hershey, Pa. Information: (717) 234-2190.

April 21-27—23d annual *MIP-TV, Marches des International Programes des Television*, international program market. Palais des Festivals, Cannes, France.

April 22—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations. Copacabana, New York. Information: (212) 765-2450.

April 22—*White House Correspondents' Association* annual dinner. Washington Hilton, Washington.

April 22-24—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Westin hotel, Washington.

April 22-25—Fifth annual National Hispanic Media Conference. Los Angeles Hilton, Los Angeles. Information: (202) 783-6228.

April 23—*Television Bureau of Advertising* regional sales training conference. Dunfey City Line, Philadelphia. Information: (212) 486-1111.

April 23—Presentation of fifth annual Lowell Thomas Award, for excellence in broadcast journalism, to David Brinkley, presented by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York.

April 23-24—*Indiana Broadcasters Association* spring meeting. Embassy Suites North, Indianapolis.

April 24-26—*Federal Communications Bar Association* annual seminar. Keynote speaker: FCC Commissioner James Quello. Wintergreen resort, Wintergreen, Va.

April 25—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

April 26-28—Technical workshop for public radio engineers, sponsored by *National Public Radio's representation division*. NPR headqarters, Washington.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

April 26-29—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

April 26-29—*American Public Radio* affiliates conference. Columbia Inn, Columbia, Md. Information: Diane Engler, (612) 293-5417.

April 27-28—"First Amendment Values in Space: Freedom of Communications and the New Space Technologies," symposium sponsored by *Catholic University*, Washington, and funded by *Capital Cities Foundation of Capcities/ABC Inc.* CU campus, Washington. Information: (202) 635-5600.

April 28—*Illinois Broadcasters Association* membership "phoneathon." Hilton hotel, Springfield, Ill.

April 28—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **April 28**—*Midwest Direct Marketing Association* annual "DM" day. Keynote speaker: Stanley Hubbard, president, Hubbard Broadcasting. Radisson South hotel, Bloomington, Minn.

April 29—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **April 29**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Jack Reilly, executive producer, ABC's *Good Morning America*. Copacabana, New York.

April 29-30—*Illinois Broadcasters Association* spring convention and awards banquet. Hilton hotel, Springfield, Ill.

April 29-May 2—*National Translator Association* annual convention. Winrock Inn, Albuquerque, N.M. Information: F.A. Bibeau, (505) 764-2441.

April 29-May 3—*National Public Radio* annual public radio conference. Washington Hilton.

May

May 5-6—*Ohio Association of Broadcasters* spring convention. Hotel Sofitel, Toledo.

May 6—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

May 6—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

■ **May 6**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Russell Barry, president, Turner Program Services Inc. Copacabana, New York.

■ **May 6**—*Connecticut Broadcasters Association* spring seminar. Sheraton, Waterbury, Conn.

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Errata

In chart accompanying March 2 baseball rights "Special Report," **cable rights holder for Chicago White Sox** was incorrectly listed as the team; they are held by **SportsChannel Chicago.**

□

June Burakoff-Smith, was named VP, advertising, publicity and promotion, Coca-Cola Telecommunications, Burbank, Calif., not Jane Burakoff-Smith, as reported in March 16 "Fates & Fortunes."

May 8-10—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

May 9-16—27th Golden Rose of Montreux, television festival for light entertainment programing. Montreux, Switzerland. Information: (212) 223-0044.

May 12—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 12—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

May 12-14—*Florida Association of Broadcasters* legislative day. Radisson hotel, Tallahassee, Fla.

May 13—*American Women in Radio and Television, Washington chapter*, meeting. "New Advances in Satellite Technology." National Association of Broadcasters, Washington.

■ **May 13**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Thomas Burchill, president and CEO, Lifetime Cable Network. Copacabana, New York.

May 14-15—*Kentucky Broadcasters Association* spring convention. Louisville, Ky.

May 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 16-23—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrovo*. Gabrovo, Bulgaria.

May 17-20—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

May 17-20—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 17-21—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

May 21—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

May 21—*Illinois Broadcasters Association* sales seminar. Pere Marquette hotel, Peoria, Ill.

May 25-28—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

May 26-27—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

May 26-30—Fifth annual JCPenney-Missouri Television Workshop, sponsored by *University of Missouri-Columbia School of Journalism*. UM campus, Columbia, Mo. Information: (314) 882-7771.

■ **May 27**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring David Poltrack, VP-research, CBS/Broadcast Group. Copacabana, New York.

May 27-29—*Prix Jeunesse Munchen*, children's televi-

as broadcasting. Both the cable and newspaper industries are on record opposing to the BOC's entry in information services.

"We want to be very sure and precise about what we say," said INTV President Preston Padden about his decision not to file. If the board decides it wants to proceed, Padden said, it can file on April 10. He acknowledged that INTV has been "urged to be careful," and he noted that its proposed brief takes a cautious approach. "We agree with NAB [the National Association of Broadcasters] that Justice is wrong in saying unleash the phone companies totally," said Padden.

In a filing with the court two weeks ago, NAB said the BOC's should be barred from entry in the information area. Also filing were the National Cable Television Association, various cable television interests and the American Newspaper Publishers Association (see story, page 125). By lifting the current restrictions on the BOC's, NAB, NCTA and ANPA agree that it gives the phone companies the power to engage in anticompetitive activities.

According to the INTV brief, the association does not want to lift all the restrictions currently imposed on the BOC's, but only those that would enable them to compete with cable. INTV suggests the court eliminate "the BOC information services restrictions to the limited extent that the restriction prohibits local telephone exchange carriers from offering cable television service in their local exchange areas, and to the extent that cable television service in a particular local exchange area currently constitutes a de jure or de facto monopoly."

And as safeguard for broadcasters, INTV recommends that the telcos be prohibited from owning or having a financial interest in programing and that they be prevented from selling advertising.

The brief is expected to generate a lively discussion among INTV directors. There seems to be a general consensus that competition needs to be injected into the marketplace. But there are some, like Bob Wormington of KSHB-TV Kansas City, Mo., and INTV treasurer, who feel "inviting the BOC's in without any restraints would not be a wise move." Wormington says his reservations spring from the days when INTV was dealing with AT&T as a monopoly. "We want to make sure we're not creating two problems instead of solving one," he said.

"I like the idea of competition for cable," said one director. But at the same "we'll have to talk about the pluses and the minuses of it," he added. Yet Ted Baze of KGMC(TV) Oklahoma City and INTV secretary, has no qualms about the BOC's. "It couldn't be any worse than cable is as an unregulated monopoly," said Baze, who maintained that the phone companies are the logical competition.

To board member Steven Bell of KTLA(TV) Los Angeles, the real issue is cable. The phone companies are a side issue, said Bell.

"It's very clear that cable isn't going to be reregulated," said Martin Brantley of KPTV(TV) Portland, Ore. "If the public's going to be protected, competition is needed." □

TV networks garner $6.7 billion in revenue in 1986

That translates to 3.5% gain over 1985; prime time, sports, news and late night gain; daytime, children's drop

The three television networks last year posted a 3.5% gain in net revenue, to $6,680,932,000, a larger increase than registered by the consumer price index but presumably less than some network cost increases. Stronger increases in four dayparts—prime time, late night, sports and news—were held down by reduced revenue in the daytime and children's dayparts. The revenue figures (for both the fourth quarter of 1986 and the full year) were compiled from network-submitted, unaudited data by the accounting firm of Arthur Young & Co.

In all four quarters, prime time revenue was consistently higher, and finished the year with a 4.6% increase, to $3,213,874,000, or 48.1% of the total. Daytime revenue declined 3.6% for the year, to $1,188,022,000, and was down 5.7% in the fourth quarter. The 17.8% share registered by daytime was slightly higher than the 16.7% of sports, which increased 6.3% to $1,115,870,000. In the fourth quarter, sports was up 6.6%.

Much in the news as a candidate for cost-cutting, news posted the strongest increase of any network daypart, up 8.6%, to $729,098,000. It was presumably helped by the 1986 elections, although it registered a 1% decline during the fourth quarter. The fourth quarter was also the first quarter of the current upfront season, which was generally marked by downward pressure on prices.

Late night revenue was up 6.7%, to $289,530,000 for the year, and was up 4.7% in the fourth quarter. Net revenue from children's programing was down 9.6%, to $144,539,000, with much of that decline coming during the first half of the year. In the fourth quarter the daypart posted a one-tenth-of-one percent increase. Late night counted for 4.3% of the networks' total revenue, while children's programing was

Full-year television network revenues 1986 versus 1985

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
Four quarters '86	$19,865	$49	$0	$0	$1,237	$0	$21,151
Four quarters '85	19,379	0	285	0	2,168	0	21,832
% increase (decrease)	2.51	0	0	0	0	0	(3.12)
All other gross revenue from time sales*							
Four quarters '86	3,759,750	341,666	1,395,998	170,027	1,310,766	855,183	7,833,390
Four quarters '85	3,594,271	318,275	1,448,062	187,862	1,232,103	789,601	7,570,174
% increase (decrease)	4.60	7.35	(3.60)	(9.49)	6.38	8.31	3.48
Total gross revenue from time sales							
Four quarters '86	3,779,615	341,715	1,395,998	170,027	1,312,003	855,183	7,854,541
Four quarters '85	3,613,650	318,275	1,448,347	187,862	1,234,271	789,601	7,592,006
% increase (decrease)	4.59	7.36	(3.61)	(9.49)	6.30	8.31	3.46
Less advertising agency commissions							
Four quarters '86	565,741	52,185	207,976	25,488	196,133	126,085	1,173,609
Four quarters '85	540,937	46,825	215,804	28,033	184,744	118,068	1,134,413
% increase (decrease)	4.59	11.45	(3.63)	(9.08)	6.16	6.79	3.46
Total net revenue from time sales							
Four quarters '86	3,213,874	289,530	1,188,022	144,539	1,115,870	729,098	6,680,932
Four quarters '85	3,072,713	271,450	1,232,543	159,829	1,049,527	671,533	6,457,593
% increase (decrease)	4.59	6.66	(3.61)	(9.57)	6.32	8.57	3.46

*Includes $55,478,000 in color insertion revenue reported by two networks for 1985 and $42,560,000 for 1986.

Fourth-quarter television network revenues 1986 versus 1985

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
Fourth quarter '86	$5,429	$0	$0	$0	$160	$0	$5,589
Fourth quarter '85	5,985	0	285	0	2,063	0	8,333
% increase (decrease)	(9.29)	0	0	0	(92.24)	0	(32.93)
All other gross revenue from time sales*							
Fourth quarter '86	1,024,601	89,977	352,769	61,617	564,874	216,386	2,310,224
Fourth quarter '85	989,918	85,912	373,810	61,534	528,434	216,654	2,256,262
% increase (decrease)	3.50	4.73	(5.63)	0.13	6.90	(0.12)	2.39
Total gross revenue from time sales							
Fourth quarter '86	1,030,030	89,977	352,769	61,617	565,034	216,386	2,315,813
Fourth quarter '85	995,903	85,912	374,095	61,534	530,497	216,654	2,264,595
% increase (decrease)	3.43	4.73	(5.70)	0.13	6.51	(0.12)	2.26
Less advertising agency commissions							
Fourth quarter '86	152,128	13,298	52,564	9,261	84,461	34,182	345,895
Fourth quarter '85	148,709	12,648	55,732	9,239	79,486	32,439	338,254
% increase (decrease)	2.30	5.14	(5.68)	0.24	6.26	5.37	2.26
Total net revenue from time sales							
Fourth quarter '86	877,902	76,679	300,205	52,356	480,573	182,204	1,969,918
Fourth quarter '85	847,194	73,264	318,363	52,295	451,011	184,215	1,926,341
% increase (decrease)	3.62	4.66	(5.70)	0.12	6.55	(1.09)	2.26

*Includes $10,653,000 in color insertion revenue reported by two networks for 1985 fourth quarter and $11,170,000 for 1986 fourth quarter.

2.2%.

Despite the changes in marketplace psychology and advertisers' shifting dollars between time periods, the dayparts last year accounted for roughly the same proportion of total dollars as they did in 1982, the last comparable year on the quadrennial revenue cycle. At that time, prime time contributed 47.2% of total revenue, daytime 19.9%, sports 15.9%, news 9.2%, late night 5.3% and children's 2.5%. In the intervening years, prime time, sports and news have gained. □

Controversy erupts over Radio Marti "interview"

Service to Cuba, with assist from NSC, prepared questions for President that NSC also helped answer; Pell criticizes practice, Fitzwater defends

There are interviews with the President. Then there are "interviews" in which questions are submitted in writing and generate answers written for the President by members of his staff, including the National Security Council, and reported as the President's.

That technique came to light last week when reporters questioned White House spokesman Marlin Fitzwater about reports of a Radio Marti "interview" with President Reagan, broadcast to the station's Cuban constituency last June. The questions had been drafted by Radio Marti staffers, then reworked by the NSC, which also prepared the answers. The President did not even read the answers in full; only a sentence or two before a translator took over to complete the answers in Spanish.

The "interview," which Senator Claiborne Pell (D-R.I.) denounced as "staged" but which VOA Director Richard Carlson defended as intended to provide "a clear and accurate picture of American foreign policy," was disclosed at a hearing of the senator's Foreign Relations Committee on the U.S. Information Agency's authorization request for 1988 and 1989. Radio Marti is an arm of USIA's Voice of America and is subject to its charter, which mandates traditional journalistic standards. But the president of the American Federation of Government Employes local at USIA, Norman W. Painter, cited the broadcast as evidence of Radio Marti's failure to meet those standards. He called the broadcast "a journalistic sham."

Fitzwater, in a press briefing in which he took questions on the issue, did not defend the Radio Marti broadcast specifically. But he said the technique employed was "not so different from that used in any number of other [presidential] interviews with commercial publications and broadcasters." He said many publications "send in written questions and ask us to provide written answers in the name of the President." He called it "a fairly common practice." Indeed, he said he had on his desk at the time "at least five requests from private publications such as yours—all of yours, collectively—that ask for essentially the same thing."

It is not clear how traditional such an "interview" technique is, or how widely it is employed. Ron Nessen, who was President Ford's press secretary and now runs the Mutual Broadcasting System's news operation, said he could not recall "anything like this at all" when he was in the White House. Jody Powell, who was Jimmy Carter's spokesman and is now chairman of Ogilvy & Mather Public Affairs in Washington, said there were "some occasions" when questions were submitted in writing and answers produced and sent back "with the President's approval." But those occasions "were not frequent," Powell said, and they did not involve "large news organizations." Spokesmen for the networks said they have policies prohibiting their correspondents from engaging in such a practice. At most, ABC News Washington Bureau Chief George Watson said, the submission of written questions may be recognized as the only way to gain access to a foreign leader. But if that tactic is employed, Watson said, it is disclosed on the air.

That kind of truth-in-packaging was not observed by Radio Marti in the case of the President's appearance. The introduction to the question-and-answer session described it as a "special interview." Fitzwater said the White House never describes exchanges of written questions and answers as interviews. But Radio Marti's failure to be as fastidious was not unusual, according to Fitzwater. He said "publications and broadcasters often do" describe "scripted" exchanges involving the President as "interviews." Fitzwater offered no specific examples or names.

Senator Pell, in reaction to Painter's disclosure, made it clear he disapproved. "Let's agree that in the future there will be no more staged interviews," he said.

But VOA officials deny any impropriety was involved. "There was no intent to deceive," Carlson said. "It was the President responding to questions on foreign policy as it relates to Latin America." He also said, "It is not uncommon for questions to be submitted to a head of state. The purpose was to provide a clear and accurate picture of foreign policy as articulated by the President."

The Radio Marti "special interview" was conducted at the White House by the director of Radio Marti, Ernesto Betancourt, who is not a journalist. According to a memorandum that VOA officials prepared after talking to Betancourt in December—and that Painter obtained and introduced into the record of the Senate Foreign Relations Committee hearing—the Radio Marti director asked the questions "as the senior member of the delegation." □

NBC remains on top in prime time

NBC took week 25 (ended March 15) in the prime time ratings with an 18.2 rating and a 29 share. CBS followed with a 15.1/24 and ABC had a 13.4/21.

A break from the typical top-five shows for the week was made when NBC aired the made-for *Rags to Riches*, on Monday from 8 p.m. to 10 p.m. and pulled in a 25.3/36. *Rags* ranked fourth for the week and aired opposite the first two hours of ABC's rebroadcast of "Star Trek—The Motion Picture." The theatrical movie picked up a 14.3/22 and ranked 32d for the week.

In the news race for week 25, CBS won with a 13.0/23. NBC had a 12.0/22, while ABC finished with a 10.7/19. Last year the news numbers ran CBS 13.1/23, NBC 12.4/22 and ABC 12.0/21.

The HUT level (homes using television) stood at 63.6%, down from week 24's 63.8%, and down from last year's week 25 level of 63.1%.

With five weeks left in the season, the current season-to-date averages are NBC 18.0/28, CBS 16.1/25 and ABC 14.2/22.

NBC took Monday, Tuesday, Thursday and Saturday. CBS took Friday and Sunday. ABC took Wednesday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.6/54
2.	Family Ties	NBC	36.0/52
3.	Cheers	NBC	25.8/39
4.	Monday Night Movies	NBC	25.3/36
5.	Murder, She Wrote	CBS	24.8/36
6.	Golden Girls	NBC	23.8/38
7.	60 Minutes	CBS	23.4/37
8.	Growing Pains	ABC	22.6/33
9.	Who's the Boss?	ABC	21.7/33
10.	Matlock	NBC	20.9/31
11.	Moonlighting	ABC	20.0/30
12.	Sunday Night Movie	NBC	19.2/29
13.	Amen	NBC	18.9/32
14.	Magic-David Copperfield	CBS	18.8/32
14.	People's Choice Awards	CBS	18.8/28
16.	Dallas	CBS	18.6/30
17.	L.A. Law	NBC	17.5/28
18.	Rags to Riches	NBC	17.3/25
19.	Houston Knights	CBS	17.1/28
20.	Cagney & Lacey	CBS	16.9/28
20.	Hunter	NBC	16.9/30
22.	Perfect Strangers	ABC	16.6/26
22.	227	NBC	16.6/27
24.	Dynasty	ABC	16.5/25
25.	Falcon Crest	CBS	16.4/29
26.	Sunday Night Movie	ABC	16.2/24
27.	Knots Landing	CBS	15.7/26
27.	Newhart	CBS	15.7/22
29.	Hotel	ABC	15.6/27
30.	Miami Vice	NBC	15.2/24
31.	Our House	NBC	15.0/23
32.	Monday Night Movie	ABC	14.3/22
32.	Hill Street Blues	NBC	14.3/25
34.	Facts of Life	NBC	14.2/24
35.	Harry	ABC	14.0/22
36.	Kate & Allie	CBS	13.9/20
37.	20/20	ABC	13.7/22
37.	Highway to Heaven	NBC	13.7/21
39.	Cavanaughs	CBS	13.5/19
40.	CBS Sports Special	CBS	13.3/22
41.	Webster	ABC	13.0/22
41.	Crime Story	NBC	13.0/23
43.	Tuesday Movie	CBS	12.7/21
44.	My Sister Sam	CBS	12.7/18
45.	Remington Steele Special	NBC	12.1/20
46.	Disney Sunday Movie	ABC	11.9/18
46.	Jack & Mike	ABC	11.9/21
48.	Ohara	ABC	11.7/19
49.	Saturday Movie	CBS	11.5/20
50.	Sidekicks	ABC	11.3/19
51.	Sledge Hammer	ABC	11.0/18
52.	Colbys	ABC	10.8/16
53.	Beach Boys Special	ABC	10.6/17
54.	Simon & Simon	CBS	10.0/15
55.	Spenser: For Hire	ABC	9.9/18
56.	Amazing Stories	NBC	9.8/16
57.	Amazing Stories Special	NBC	9.6/17
58.	Starmen	ABC	8.1/14
59.	Wizard	CBS	7.8/11
60.	Spies	CBS	7.7/11
61.	Our World	ABC	6.2/9
61.	NBC News: Nuclear Power	NBC	6.2/11

*indicates premiere episode

said ESPN accounted for "approximately 10%" of the rights payments under the new pact, which would put it at about $47.6 million annually. But sources close to the negotiations said the cable network would probably account for closer to 11.5% of the total, or close to $55 million, leaving ABC to account for the balance of $116 million for 16 regular season Monday night games. On a per-game basis, ABC will pay slightly more than $7.2 million, which is close to more recent estimates as to what the network paid for each of 21 games last season. That package included 16 Monday games and five additional games broadcast on Thursday, Friday or Sunday evenings.

Network executives last week were downplaying the impact of cable's entrance in the NFL coverage. The net result, they point out, is coverage of three additional NFL games per season, because five games out of its eight-game regular season package (ESPN will also air four pre-season contests, as well as the Pro Bowl) will include the five "special" broadcasts that ABC has given up. "A crucial point in the discussions was the fourth carrier," said Neal Pilson, president, CBS Sports. "On balance we don't think ESPN will have a significant impact on our broadcast schedule. Its really only a net addition of three games." Pilson said all three networks had an opportunity to pick up the fourth package and all three passsed.

Kenneth Schanzer, executive vice president, NBC Sports, said, "When we went in we hoped it would be possible to do a deal without a fourth distributor because it might end up diluting the value of our games." But, he said, the fourth carrier became unavoidable as the league sought to minimize the loss of TV revenue. The ESPN package, he said, is "the least intrusive and dilutive way" the league could do that. "We are not looking at another national distribution system here. Audiences will be low and overexposure won't be a problem." As to what the long term impact may be Schanzer said only time will tell.

Meanwhile, ESPN officials, discussing the deal with reporters at the National Cable Forum in New York last week, suggested the implications of pact the could be much more profound. "The NFL has been the only major sports event not on cable," said ESPN President William Grimes. Roger Werner, the company's executive vice president, said the network is projecting an annual net growth rate of between 6% and 7% over the three-year life of the pact, which would boost the network's subscriber universe from 41 million to perhaps 50 million.

Advertising rates have not yet been established for any parts of ESPN's NFL package, the executives said. The eight Sunday games will air in the last eight weeks of the season, when colder weather and races to the playoffs should deliver an average 9 rating or better, they said, higher than the record 8 rating once generated by a St. Johns college basketball game. Grimes and Werner suggested it was not unrealistic to assume the rates would be the highest of any program on the channel. They said that 40% of the NFL inventory, or 20 to 24 30-second units, would go to affiliates (the usual split is 80% network/20% local), which should more than offset planned rate increases of between 10 cents and 20 cents per subscriber. Affiliates that reject a rate hike of that magnitude may continue as affiliates but would not be fed the NFL games.

ESPN has the cable rights to the package within its entire satellite footprint and may offer the games to Canada's The Sports Network, to which it already supplies some programing. However, the network is also required by the terms of the pact to make the games available over-the-air in the away markets for each of its telecasts and in the

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no other broadcast interests. Buyer is owned by WELV-AM-FM Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va., and has interest in four weekly newspapers in New York and New Jersey. Filed March 2.

New Stations

■ North Crossett, Ark.—Larry G. Fuss seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1901, El Dorado, Ark. 71731. Principal has interest in KIXK(FM) El Dorado and KZRQ(TV) Pine Bluff, both Arkansas. Filed March 13.

■ China Lake, Calif.—Roy William Mayhugh seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 701 W. Perdew Ave., Ridgecrest, Calif. 93555. Principal has no other broadcast interests. Filed March 13.

■ San Jacinto, Calif.—Marvin G. Schwartz seeks 96.1 mhz; 141 w; HAAT: 1113 ft. Address: 4507 Park Allegra, Calabasas, Calif. 91302. Principal has interest in KVOL-(AM) Big Lake, Tex. Filed March 12.

■ Twentynine Palms, Calif.—Morongo Basin Broadcasting Corp. seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 56165 29 Palms Highway, Yucca Valley, Calif. 92284. Principal is equally owned by Cynthia M. Daigneault and her husband, Gary, and Joylan M. Van Elgort, and her husband, Howard. Filed March 11.

■ Twentynine Palms, Calif.—Rick L. Murphy seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 2908 Saratoga Ave., Lake Havasu City, Ariz. 86405. Principal has no other broadcast interests. Filed March 6.

■ Twentynine Palms, Calif.—Westwind Radio Co. seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 3100 West 16th, Yuma, Ariz. 85364. Principal is owned by Vincent Bosquez, who has no other broadcast interests. Filed March 11.

■ Twentynine Palms, Calif.—Perfect Palms Ltd. Partnership seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 73435 Yucca Ave., 92277. Principal is owned by James Smith and four others. It has no other broadcast interests. Filed March 11.

■ Twentynine Palms, Calif.—Wade Axell seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 18719 Meadowlark Ct., Penn Valley, Calif. 95946. Principal also owns KSAY(FM) Fort Bragg, Calif. Filed March 11.

■ Twentynine Palms, Calif.—Courtney Ftatu seeks 107.7 mhz; 120 w; HAAT: 1,629.8 ft. Address: P.O. Box 1918, Yucca Valley, Calif. 92286. Principal has interest in KSZL(AM)-KDUC(FM) Barstow, and KSES(AM) Yucca Valley, both California. Filed March 10.

■ Washington—Rick L. Murphy seeks 107.7 mhz. Address: 2908 Saratoga, Ave., Lake Havasu City, Ariz. Applicant has interest in KWAZ(FM) Needles, Calif.; KBAS-(AM) Bullhead City, Ariz., and KZUL-FM Lake Havasu City, Ariz. His sister, Cynthia Romero, has interest in KZUL-FM. His wife, Janice, has interest in KORS-FM Desert Center, Calif., and KYPB(AM) Quartzsite, Ariz. Filed March 6.

■ Orlando, Fla.—Rayfield Crume seeks 100.5 mhz, 50 kw, HAAT: 492 ft. Address: 5433 Lescot Lane, Orlando, Fla. 32811. Principal has no other broadcast interests. Filed March 9.

■ Quincy, Fla.—Quincy Communications seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: R.R. #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, former owner of Golden Bear Communications. Filed March 13.

■ Quincy, Fla.—CCI-FM Ltd. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 11675 Darlington St., Ste. 103, Los Angeles, Calif. 90049. Principal is owned by Cory Rodriguez and 22 others. It has no other broadcast interests. Filed March 13.

■ Quincy, Fla.—Uptown Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 219 East Virginia St., Tallahassee, Fla. 32301. Principal is owned by Harold C. Hunter and four others. It has no other broadcast interests. Filed March 9.

■ Sparta, Ga.—Larry Rogers Scott seeks 102.7 mhz; 3 kw; HAAT: 300 ft. Address: 1605 Carlisle Dr., Mobile, Ala. 36618. Principal has no other broadcast interests. Filed March 13.

■ Sparta, Ga.—Clarence T. Barinowski seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is president of nonprofit Augusta Radio Fellowship, which owns WLPE(FM) Augusta. Filed March 13.

■ *Statesboro, Ga.—Bible Baptist Church Inc. seeks 90.3 mhz; 3 kw; HAAT: 328 ft. Address: 151 Northside Dr., 30458. Principal is nonprofit corporation headed by Lee Driggers. Filed March 9.

■ Beaver Dam, Ky.—Beaver Dam Broadcasting Co. seeks 102.7 mhz; 2 kw; HAAT: 387 ft. Address: Rt. 4, Morgantown, Ky. 42261. Principal is owned by Charles Black and his wife, Mary. It also owns WLBQ(AM) Morgantown, Ky. Filed March 12.

■ Beaver Dam, Ky.—Michael Brent Ferguson seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3440 Mason Dr., Orlando, Fla. 32086. Principal has no other broadcast interests. Filed March 12.

■ Springfield, Ky.—Jamie Whitlock seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 224 N. Spalding Ave., Lebanon, Ky. 40033. Principal has no other broadcast interests. Filed March 12.

■ Springfield, Ky.—Washington-Marion Sound Corp. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 108 W. Main St., 40069. Principal is owned by H. Edward O'Daniel and his wife, Margaret. It has no other broadcast interests. Filed March 13.

■ Springfield, Ky.—Ronald M. Livengood seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 966, 35768. Principal also owns WSGG(AM)-WKEA-FM Scottsboro, Ala. Filed March 13.

■ Springfield, Ky.—David L. Cunningham seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1311 Williard, Canadian, Tex. 79014. Principal is buying 25% interest in KEZP-(AM) Canadian, Tex., where he is general manager. Filed March 13.

■ Springfield, Ky.—Heartland Communications Inc. seeks 102.7 mhz, 3 kw, HAAT: 328 ft. Address: U.S. Highway 68, West, Campbellsville, Ky. 42718. Principal is owned by George E. Owen Jr., president (98%); Marti Hazel (1%) and James Jackson (1%). It owns WKXJ(AM)-WCKQ-FM Campbellsville, Ky. Filed March 6.

■ Vineyard Haven, Mass.—Dale C. O'Hayer seeks 830 khz, 1 kw-D, 3 kw-N. Address: RFD 479, Vineyard Haven, Mass. 02568. Principal has no other broadcast interests. Filed March 5.

■ Brewer, Maine—Michael Venditti seeks 1600 khz, 5 kw-U. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 5.

■ La Crescent, Minn.—Steven B. Courts seeks 102.7 mhz; 1.9 kw; HAAT: 411 ft. Address: 1111 LaCrosse St., LaCrosse, Wis. 54601. Principal has no other broadcast interests. Filed March 13.

■ La Crescent, Minn.—Gwendolyn M. Gutzel seeks 102.7 mhz; 700 w; HAAT: 684 ft. Address: 1633 Redfield St., LaCrosse, Wis. 54601. Principal has no other broadcast interests. Filed March 12.

■ La Crescent, Minn.—White Eagle Broadcasting Inc. seeks 102.7 mhz; 1.9 kw; HAAT: 411 ft. Address: 2161 Wedgewood Dr., East, La Crosse, Wis. 54601. Principal is owned by Eleanor St. John, Richard T. Wilson and two others. It has no other broadcast interests. Filed March 13.

■ La Crescent, Minn.—Kendall Durfey seeks 102.7 mhz; 720 w; HAAT: 600 ft. Address: P.O. Box 1, Coweta, Okla. 74429. Principal has interest in KTCR(AM) Wagoner, Okla. Filed March 13.

■ La Crescent, Minn.—La Crescent Community Broadcasters seeks 102.7 mhz, 1.7 kw, HAAT: 433 ft. Address: 829 6th Ave. North, Onalaska, Wis. 54650. Principal is owned by Roger Lonnquist and Scott Neader. It has no other broadcast interests. Filed March 6.

■ Meredith, N.H.—Winnipisaukee Broadcasting Co. seeks 101.5 mhz; 2 kw; HAAT: 121 m. Address: P.O. Box 760, Kingston, N.H. 03848. Prinicipal is owned by Richard A. DeFabiom, William G. Steele and William Tucker. It owns WYRY(FM) Hinsdale, N.Y. Filed March 9.

■ Burlington, N.J.—Michael Venditti seeks 1600 khz, 1 kw-D, 0.5 kw DA-N. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 9.

■ Webster, N.Y.—Webster-Fuller Communications Associates seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1204 Appian Dr., Webster, N.Y. 14580. Principal is owned by Donna Fuller and two others. Filed March 12.

■ Webster, N.Y.—Joseph C. Motto seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 4133 Albany St., Albany, N.Y. 12205. Principal has no other broadcast interests. Filed March 12.

■ Webster, N.Y.—Peter A. Broikou seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1159 Woodsboro Farms, Webster, N.Y. 14580. Principal has no other broadcast interests. Filed March 13.

■ Webster, N.Y.—Webster Broadcast Associates seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 6800 Fleetwood Rd., Ste. 610, McLean, Va. 22101. Principal is owned by Jo Ann Simpson and Phillip Y. Hahn. Hahn has interest in WLPY(AM) Purcellville, Va. Filed March 13.

■ Webster, N.Y.—Wester Communications seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: R.R. #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, former owner of Golden Bear Communications. Filed March 13.

■ Webster, N.Y.—Bay Area Communications seeks 102.7 mhz; 3 kw; HAAT: 234.8 ft. Address: 32 Lake Rd., 14580. Principal is owned by Vannessa L. Lang, who has no other broadcast interests. Filed March 13.

■ Webster, N.Y.—CCI-FM Ltd. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 11675 Darlington St., Ste. 103, Los Angeles, Calif. 90049. Principal is owned by Cory Rodriguez and 22 others. It has no other broadcast interests. Filed March 13.

■ Ketchum, Okla.—Quinton D. Burge seeks 107.5 mhz, 50 kw, HAAT: 492 ft. Address: Route 3 Box 111, Vinita, Okla. 74301. Principal has no other broadcast interests. Filed March 9.

■ Ketchum, Okla.—Brite-Lite Broadcasting seeks 107.5 mhz, 50 kw, HAAT: 500 ft. Address: P.O. Box 446, Vinita, Okla. 74301. Principal is owned by George Ballew, who has no other broadcast interests. Filed March 9.

■ Ketchum, Okla.—Gary Scott Lanier seeks 107.5 mhz; 50 kw; HAAT: 150 ft. Address: Route 1, Box 210 B, Miami, Okla. 74354. Principal has no other broadcast interests. Filed March 9.

■ Lone Grove, Okla.—Ruel P. Wilson seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2007 N. Commerce, Ardmore, Okla. 73401. Principal has no other broadcast interests. Filed March 9.

■ Vinita, Okla.—LeeMay Broadcasting Services Inc. seeks 107.5 mhz, 50 kw, HAAT: 492 ft. Address: 410 East Illinois, Vinita, Okla. 74301-3238. Principal is owned by Jackie D. Lee (80%) and Robert L. May (20%). They have interest in, and their wives are officers of, KVIN(AM) Vinita. Filed March 4.

■ Narragansett Pier, R.I.—Blount Communications Inc. seeks 102.7 mhz; 3 kw; HAAT: 492 ft. Address: 19 Luther Ave., Warwick, R.I. 02886. Principal is owned by William A. Blount and his wife Ruth. It also owns WARV(AM) Warwick, R.I., WFIF(AM) Milford, Conn. and KHYM-(AM) Gilmer, Tex. Filed March 13.

■ Narragansett Pier, R.I.—Narragansett Resort Radio seeks 102.7 mhz; 3 kw; HAAT: 492 ft. Address: 2356 Friar Station, Providence, R.I. 02918. Principal is owned by Susan L. Kenary, who has no other broadcast interests. Filed March 13.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses